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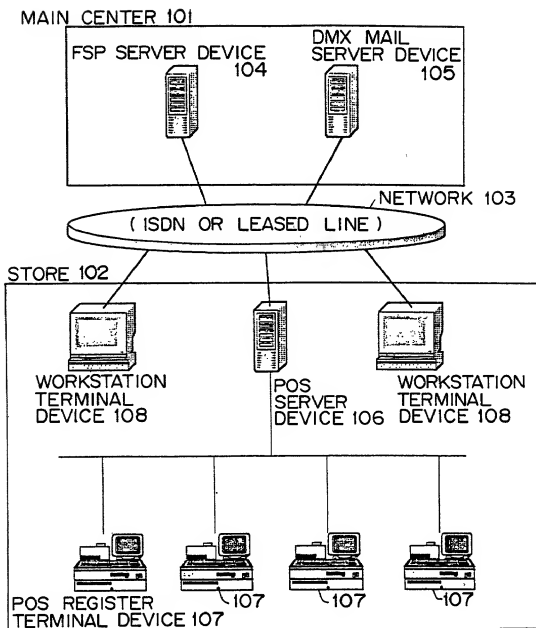


FIG. 1

09746300 122670

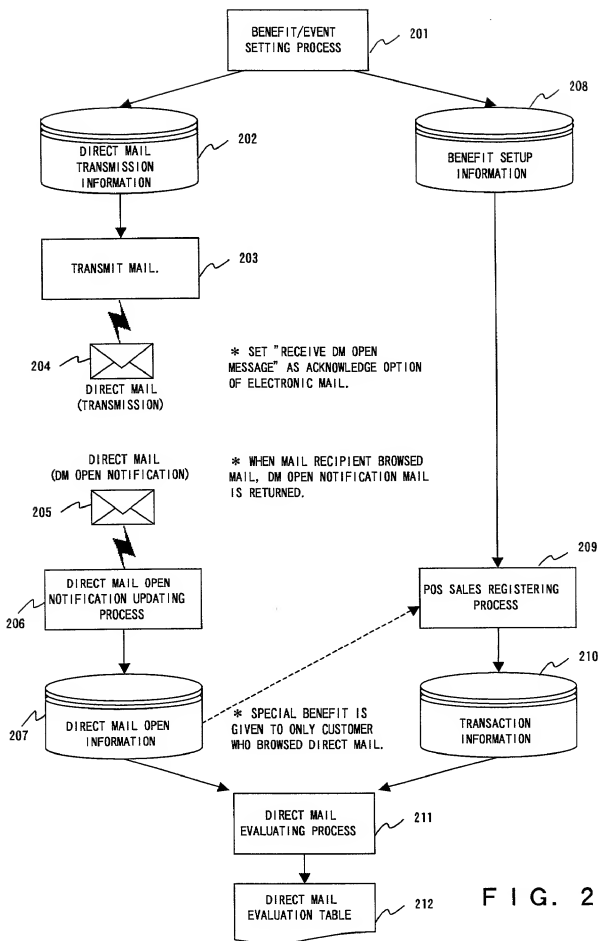
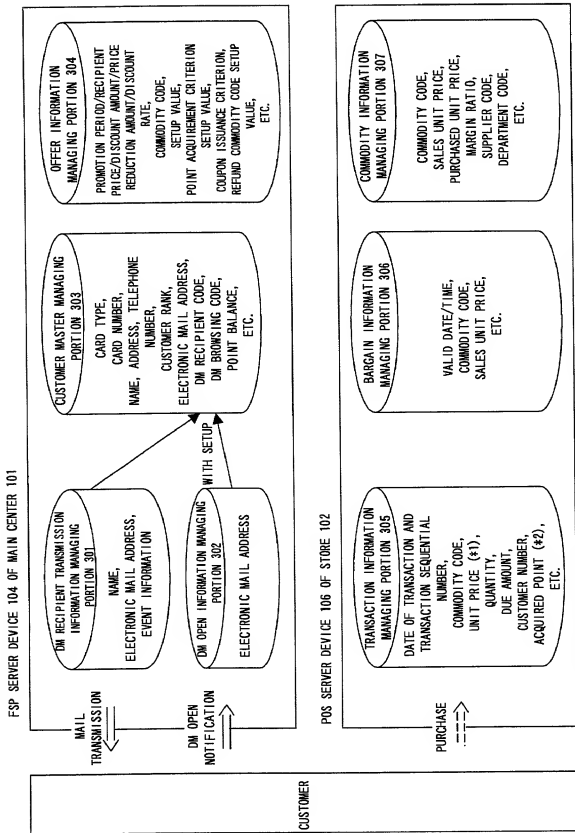


FIG. 2



\* 1 : PRIORITY OF LOW PRICE AGAINST COMMODITY INFORMATION, BARGAIN INFORMATION, AND OFFER INFORMATION

\* 2 : CALCULATE ACQUIRED POINT WITH OFFER INFORMATION

FIG. 3

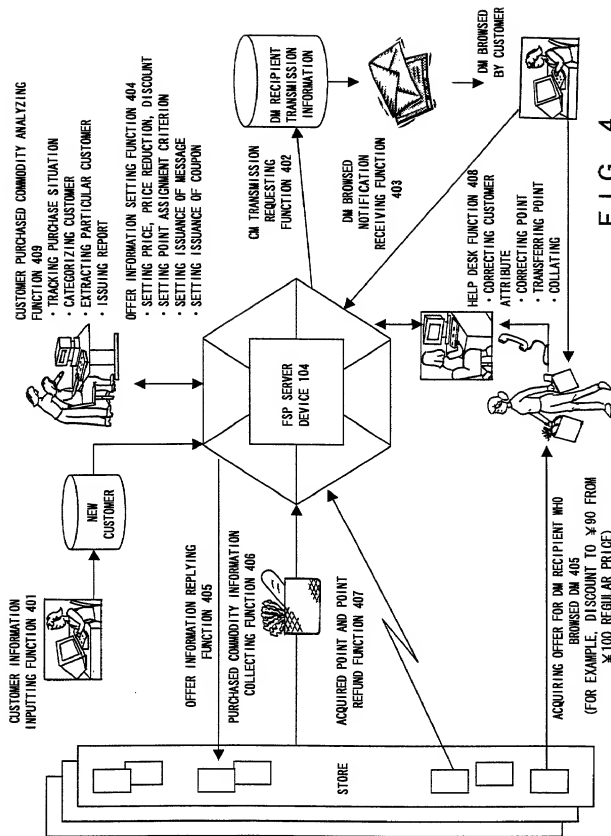


FIG. 4

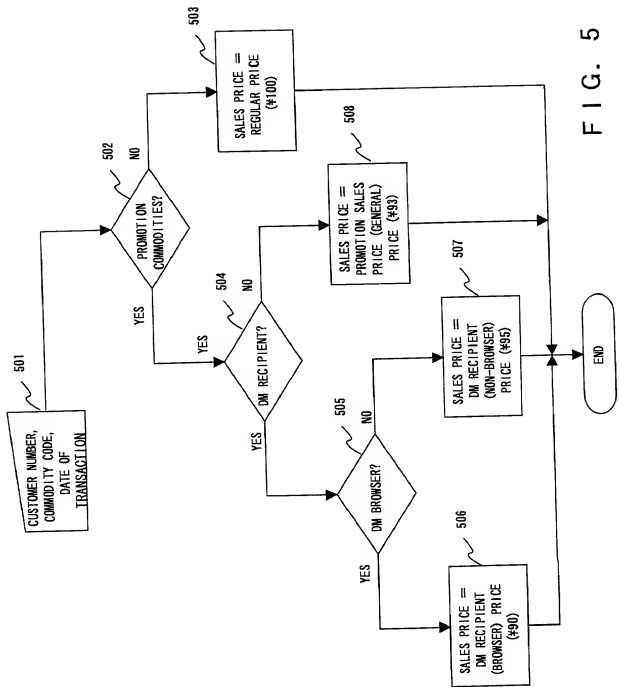


FIG. 5

FIG. 6A DISCRIMINATION OF CUSTOMERS

TYPE	PRICE	APPLICABLE CUSTOMERS
REGULAR	¥100	-
PROMOTION PERIOD (GENERAL)	¥98	CUSTOMER A
DM RECIPIENTS (NON-BROWSERS)	¥95	CUSTOMER B
DM RECIPIENTS (BROWSERS)	¥90	CUSTOMER C

FIG. 6B PROMOTION EFFECT

	DM BROWSER NON-COUNTING SYSTEM	PRESENT INVENTION
NUMBER OF DM RECIPIENTS	3 PERSONS	3 PERSONS
NUMBER OF DM RECIPIENTS WHO PURCHASED COMMODITIES	2 PERSONS	2 PERSONS
NUMBER OF DM BROWSERS	?	2 PERSONS
DM BROWSER RATIO	?	66.7%
NUMBER OF DM BROWSERS WHO PURCHASED COMMODITIES	?	1 PERSON
DM COLLECTION RATIO	66.7%	50.0%

0074300 122000

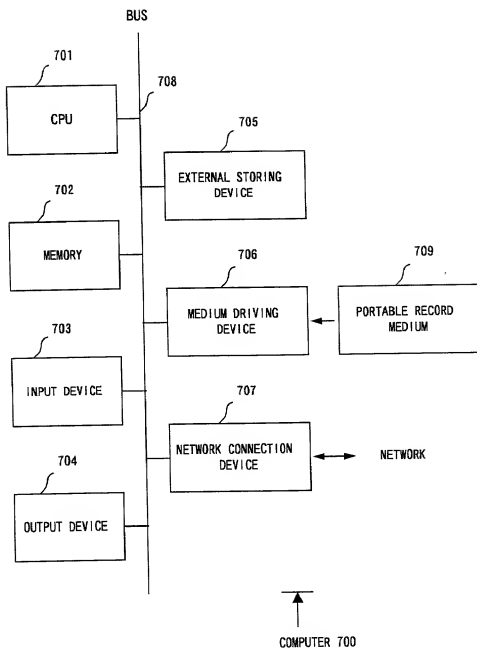


FIG. 7

100

FIG. 8